

LISTING OF CLAIMS

1. (previously presented) A method for guiding a business after an initial funding state, comprising:

a) performing a first stage approach for launching the business, said first stage approach including the steps of presenting an initial customer interface and gathering customer feedback; and

b) performing a second stage approach for at least one of maturing the business and guiding the business to an initial public offering readiness state, said second stage approach including the step of refining said customer interface based on said customer feedback.

2. (Original) The method of claim 1, wherein performing the first stage approach comprises:

a) reviewing a business strategy;

b) defining an operating vision;

c) developing a first stage operating strategy;

d) developing at least one first stage priority;

e) developing at least one first stage architecture for implementing the first stage strategy to achieve the first stage priority;

f) developing a plan for launching the business using the first stage architecture;
and

g) launching the business.

3. (Original) The method of claim 2, wherein the architecture is at least one of a business architecture and a component architecture.

4. (Original) The method of claim 3, wherein the component architecture is at least one of a process architecture, a technical architecture and an organization architecture.

5. (Original) The method of claim 2, wherein performing the first stage approach further comprises reaffirming an economic case for the business while developing the launch plan.

6. (Original) The method of claim 2, wherein performing the first stage approach further comprises developing a capability simulation demonstration for testing the architecture while developing the architecture.

7. (Original) The method of claim 2, wherein performing the first stage approach further comprises managing post-launch business operations.

8. (Original) The method of claim 2, wherein:

a) reviewing the business strategy and defining the operating vision are performed during a first week of a first stage approach timeframe;

b) developing the first stage operating strategy and developing the first stage priority are performed during a second week of the timeframe;

c) developing the architecture is performed from the second week to a fourth week of the timeframe;

d) developing the launch plan is performed from the fourth week to a fifth week of the timeframe; and

e) launching the business is performed after the fifth week.

9. (Original) The method of claim 2, wherein:

- a) the second stage approach is adapted to mature the business; and
- b) performing the second stage approach comprises:
 - i) reviewing at least one result of performing the first stage approach;
 - ii) evaluating the first stage operating strategy in light of the result review;
 - iii) developing, based on the first stage operating strategy evaluation, a second stage operating strategy and at least one second stage priority;
 - iv) evaluating the first stage architecture in light of the second stage operating strategy;
 - v) developing, based on the first stage architecture evaluation, at least one second stage architecture for implementing the second stage operating strategy to achieve the second stage priority;
 - vi) developing a plan for launching a second stage capability using the second stage architecture; and
 - vii) launching the capability.

10. (Original) The method of claim 9, wherein the second stage architecture is at least one of a business architecture and a component architecture.

11. (Original) The method of claim 10, wherein the component architecture is at least one of a process architecture, a technical architecture and an organization architecture.

12. (Original) The method of claim 9, wherein performing the second stage approach further comprises reaffirming an economic case for the business while developing the capability launch plan.

13. (Original) The method of claim 9, wherein performing the second stage approach further comprises developing a process simulation demonstration for testing the second stage architecture while developing the second stage architecture.

14. (Original) The method of claim 9, wherein:

a) reviewing the result, evaluating the first stage operating strategy, and developing the second stage operating strategy and the second stage priority are performed during a first week of a second stage approach timeframe;

b) evaluating the first stage architecture is performed during a second week of the timeframe;

c) developing the second stage architecture is performed from the second week to a fourth week of the timeframe;

d) developing the capability launch plan is performed from the fourth week to a fifth week of the timeframe; and

e) launching the capability is performed after the fifth week.

15. (Original) The method of claim 2, wherein:

a) the second stage approach is adapted to guide the business to an initial public offering readiness state; and

b) performing the second stage approach comprises:

i) defining at least one operational performance target that when achieved by the business will evidence an initial public offering readiness state of the business;

ii) reviewing at least one operation of the business in light of the target;

iii) determining, based on the business operation review, a second stage operating strategy that when followed will achieve the target;

iv) evaluating the first stage architecture in light of the second stage operating strategy;

v) developing, based on the evaluation, at least one second stage architecture for implementing the second stage operating strategy to achieve the target;

vi) developing a plan for launching a second stage capability using the second stage architecture; and

vii) launching the capability.

16. (Original) The method of claim 15, wherein the second stage architecture is at least one of a business architecture and a component architecture.

17. (Original) The method of claim 16, wherein the component architecture is at least one of a process architecture, a technical architecture and an organization architecture.

18. (Original) The method of claim 15, wherein performing the second stage approach further comprises reaffirming an economic case for the business while developing the capability launch plan.

19. (Original) The method of claim 15, wherein performing the second stage approach further comprises developing a business simulation demonstration for testing the second stage architecture while developing the second stage architecture.

20. (Original) The method of claim 15, wherein:

a) defining the target, reviewing the business operation, and determining the second stage operating strategy are performed during a first week of a second stage approach timeframe;

b) evaluating the first stage architecture is performed during a second week of the timeframe;

c) developing the second stage architecture is performed from the second week to a fourth week of the timeframe;

d) developing the capability launch plan is performed from the fourth week to a fifth week of the timeframe; and

e) launching the capability is performed after the fifth week.

21. (canceled)